SUNNYVALE LIBRARY OF THE FUTURE
Focus Group Meeting

MEETING DATE:	**September 24, 2006**	**REGARDING:**	**Meeting Agenda**
MEETING TIME:	**1:00 to 3:00 p.m.**	ABA PROJECT #:	06.0707.0
LOCATION:	Sunnyvale Library Program Room, 665 W. Olive Ave.		
ATTENDEES	11 participants		

Rob Cameron, ABA
Sam McBane Mulford, ABA

CONTEXT: As part of our planning process, we are reaching out to the community to help us better understand library service needs both today and in the future.

PURPOSE: □ solicit input on current and future library service needs from library users

INTENDED RESULTS: □ to understand this group's perspective on the current state and the future of library services in Sunnyvale

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AGENDA ITEMS

I.   Introduction / Agenda Review
    A.   Introduction of Participants
        1.   Who do you feel you represent in the community?
        2.   Do you use a Library(ies)? If so, which ones, how often and for what purpose?

Participant – represents the Teenage High-School section, is academically interested (11th Grade). Uses Los Altos, Woodland Libraries for research and books they have – mainly school orientated needs and is a resident of Los Altos.
Participant – Teenager High-School section, Similar to RR - Use libraries for SATs and other exam preparation. Uses Woodlands, Los Altos, Cupertino and City of Santa Clara libraries – resident of Sunnyvale.
Participant – involved in child education, school PTA board elementary school member – president for 3 years and on board for 5 years. Has a 4 year old and a 10 year old child, and can represent senior groups (40-50 age group) – a casual social group that use the library. She uses Sunnyvale and Central Library (Santa Clara) for story time for her younger child – for the exposure and experience of going to library. Her 10 year old prefers using bookstores for books – comic books, graphic novels and prefers to have longer than a couple of weeks to read books – uses books sometimes for school project work but mainly recreation. 40-50 age group – use library for travel and information for trips/vacation – use laptops when they do this at Sunnyvale Library. She is a resident of Sunnyvale
Participant – reps Single and Senior people, is a non-resident of Sunnyvale and uses Sunnyvale, Cupertino, Saratoga and Mountain View Libraries for computer access and research information/resources.
Participant – A few years ago was on the Sunnyvale library board – able to see broader issues of Sunnyvale – uses Sunnyvale almost exclusively and is now involved in school library – her daughter works full time and so she works as a volunteer at her grandson's school – she feels she can represent children – Uses the library mainly for children's information, research for Seaworld for her grandson's bedroom makeover, but uses library mostly for fiction. Also involved in State library Board of Commissions (CALTEC) just finished this role. Also feels she represents the life-long learning section of the community; travel, making things, doing things around the house and general learning. Youth teaching/learning – has an educational role for children.
Participant – Uses Sunnyvale Library and the Electronic Library at work, feels he represents typical adult without children, professional worker and has active parents.
Participant – President of the Friends of the Library (FoL) – he represents Arts, technical professionals, downtown residents and LGBT – Lesbian Gay Bi-gender groups. He uses all the Santa Clara and San José City libraries in the

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area and uses corporate libraries as well – these can be seen as a competitor to city libraries. Mainly uses for research and recreational, and "Killing time" between other social activities.

Participant – Uses Sunnyvale for general reading, and other libraries for work, Cupertino, San José Library (King), I use the tapes on the City council meetings and the historical collection in Sunnyvale. Volunteer of Palo Alto – operation 'Home Bound' – does Sunnyvale offer similar services? What % of Sunnyvale residents use library? and youth concerns in Hispanic populations – are they using the library? – educated parents would bring children to library – what about access for the less-educated population – would they bring their children here, do they know where it is?

Participant – a younger brother – youngest family member – uses Sunnyvale & Santa Clara libraries for books (school uses) – not much fun at the library - resident of Sunnyvale.

Participant – represents teenagers, use library for SATs, research, CDs, videotapes. Uses SC and Sunnyvale now – because the videotapes are now free. Represents young women – future/next generation business person and wants to be Lyndsey Lohan! – a resident of Sunnyvale.

Participant – represents teenagers and everything younger – as used to be a kid! – is a teen growing into an adult – going to college next year. Have used all libraries in area – lives in Los Altos and so uses Woodlands (2mins from house), and also the main branch, Sunnyvale, SC, Cupertino, King Library – used to be for movies and rec but now more research based.

      B.   Process Overview - Envisioning the Library of the Future
          1.   Process Participants and Outreach
          2.   Outcome and Schedule
      C.   What We Have Heard Thus Far from Sunnyvale

II.   Library Services – Current and Future Needs
      A.   What do you appreciate about the services you receive? What is working well?

1. Programs are appreciated, story-time, opera, from Ashland, computer learning, authors – local, Summer reading.
2. The collection of historical data of Sunnyvale – knowledge of what it was like before.
3. Informational books – can only get these at Library of expensive book stores – college text books. Educational and
4. Non-fiction resources.
5. Friendliness
6. Safe, quiet environment for children and myself – isn't this an oxymoron.
7. Cleanliness and smells nice, clean keyboards.
8. Hours of operations, evenings and Sunday opening times – but these still need to be extended.
9. First library in six that have summer Sunday opening times.
10. Open-access of library
11. Instant answers from reference library staff – phone numbers- an immediate response by phone.
12. Access to computers and the internet.
13. Free print outs
14. Wifi
15. Central location
16. Cushy seats
17. Quiet area
18. Great reference books for excellent research.
19. The statue!!
20. FoL – book bargains/sales.
21. The overall collection is reasonable – limited space and budget constrains this.
22. A place to hold community meetings.
23. Free DVDs

      B.   What would you like to be able to do or have access to at the Library, but currently cannot?

1. Better parking – flow/circulation and more spaces – it's dangerous at present – assumption of lots of accidents.
2. Limited space in facility – feels crowded – collection is limited by this – if you discover an old author but only have a few books of that author – would be nice to have full collections available.

3. Circulation in library
4. More hours later in the day but also before 10am in the morning.
5. Lack of computer manuals for software that the library has installed on the computers.
6. Lack of computers, computer areas and homework areas
7. No teen room
8. All computers should be all in one place and be separated in individual cubes, all online – designed for homework areas.
9. Team collaboration rooms – small group discussion rooms – were originally at Sunnyvale but removed due to space needs – Cupertino has these rooms. Talk in these rooms without worrying about noise.
10. Desks for 2 people – study desks. Small individual rooms are best. Should have combination of room types. (Individual study, group study and large quiet spaces)
11. 'Hot Desks' – technology embedded in furniture.
12. A room with partitions with an office-like environment
13. Hall monitor to supervise noise levels in various spaces – policing the acceptable noise levels in each area – this could be done by providing better design – individual spaces etc.
14. Group of 5 people is easier to manage at library – cleaner environment, neutral ground, if you don't really know the person, safe ground, the study groups may also need multiple resources like computers and books etc.
15. Hispanics access to library – access is isolated – not on a major thoroughfare, close to trains or bus routes, not by community center, arts center – no connection to other services other than City Hall – which shuts at 5pm.
16. Librarians do not know their collections – when asked a question they look at the internet first – don't turn you to the resources of the library. Asking for something – direct you to the catalogue but don't take you physically to the area of the library or the specific resource.
17. Currency of online material is generally more current than shelf-based material – they are knowledgeable about online materials/resources and not only the existing collection.
18. Education is lacking on how to use the resources of the library – card catalogue, had to get involved in the collection – the computers don't tell me this type of information. Does the program address this?
19. The library doesn't give me a focus so when I come back again – its up to me to find the information.
20. School projects – 4th grade – mission project – couldn't find enough books in library, lots of missions and the one I was looking for was not available – and they didn't find the resource for him. All kids get mission projects at the same time.
21. Food – would bring teenagers here – Starbucks etc have lots of students.
22. Parking situation – one way circulation
23. Wider variety of music
24. Tried to use computer and a lot of the programs were missing like PowerPoint.
25. More friendly atmosphere – study atmosphere.
26. Reading rooms in other parts of Sunnyvale – connected by computers and internet – distributed reading rooms.
27. Not safe for children to come to Sunnyvale due to roads etc – if a local reading room is available then this would be safer.
28. Better FoL facilities – venue for fundraising – Portland example)
29. Outdoor reading areas – its very dark and dank in the library – needs bright paint, ceiling should look like the sky, reading lights etc. More natural light, windows that actually open, it smells a little sometimes.
30. Surrounding area would be great place to study just needs shade – better ventilation – food court outside.
31. Publicize new reference content when new resources arrive at the library.
32. Tutor information on how to become a better researcher
33. An on-going volunteers program – no excuses like we don't have enough space or need for volunteers – should always be work/activities etc that can be done by volunteers and a space for them to meet and discuss their work.

> C.   Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?

1. Hispanic access, children access – safety, cost, transport cost and route issues etc
2. Won't explore the distributed library services for a wider audience/population.
3. There a lot of lonely single people – they need a hub to come to and be recognized in and socialize with other people.
4. Volunteer office should be at Sunnyvale Library – full-time in person – what volunteer opportunities are available in community – this needs to be advertised.

5. Building a new library – might be too focused on structure as opposed to on-going operational needs, collections, new resources etc.
6. Not to lose the services that work well.
7. Availability of library (opening hours) during refurbishment/construction.
8. Maintain the outside spaces that are nice.
9. Focus on look of library – outside appearance draws people into the library.
10. Maintain the personable services – get to know each other – name tags for library users.
11. People that are currently not being served – need to come up with a solution that will be successful with these isolated groups – involve all members of the Sunnyvale community including those that currently don't use the library.
12. The 'English as a second language' group should be concentrated on – seen as a priority.
13. Changing demographics should also be looked at for planning effort – 50 years +
14. The solution should allow future expansion for future growth – built in at the design level.

        D.   Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?

One library card for all libraries in California, actually it's my drivers license, any where I'm driving I can check out books in all the libraries – each library is a center of excellence for a different subject – this already happens but is not publicized. The Sunnyvale Collection is actively worked – we should have the definitive resource collection for Yahoo and/or Lockheed histories. Coming to the library is a visit to a cultural place, the Sunnyvale Library and community center are located in one place. Food/restaurants are close by (but not necessarily in the library). Recommended readings for library users – use of flags – Amazon model. As I walk in to the library the library informs me of new books I am interested in. A separate kids entrance – I don't want to know about kids resources.

Easy parking that's really fast and close, slanted parking space as they are easier to park in. I would be a parent (maybe) bring the children and want a fun place for them to read, bean bag chairs to jump on, a learning area, comfortable, and area I could let my kids go and not worry about them while I go somewhere else. Well lit with many windows, comfortable area, no lines, optional self-check out but if prefer to talk to someone can still use the librarian that takes you to resources and answers questions properly and can find info from other libraries. Rich research collection and online renewal.

Physical access to library by clean public transport – library has improved access with an extensive outreach program. Improved access to library off-site – remote access locations. Library that is attractive inside and out to encourage people to use and enter the library. Variety of rooms and uses, quiet rooms for reading, alternate seating designs – not traditional chairs and tables, more diverse collection, more languages, more disabled resources (seeing and hearing).

I get on my laptop in the car and use wifi to check if my books are in and order them and they would be ready for me when I arrive at the library to check out and go. Wouldn't have to spend 10 minutes finding the books. Lots of trees outside, inside would have lots of spaces for me to do my homework and study.

Save trips to library by using remote library facility. The library would have solar panels (photo voltaics), educational programs on conservation and environment and racial consciousness of responsibilities as citizens of Sunnyvale. More Hispanic people use the library.

I ride my bike to the library and lock up safely, as I walk up to the building I see a big clean, peaceful atmosphere on the outside. As I walk in I see clearly marked areas, colors, kids room with colored rugs. I access a computer immediately, my library card can access the intranet, subject and title name search function. A separate kids rooms where they'd be safe and couldn't leave the library – special kids programs at all times or most of the times. Open 24/7 and a place to have coffee/food.

A library would address problems on the spot, with flexible understanding instead of bureaucratic processing. A professional atmosphere that could be recognized, lots of experienced staff – to share this experience with others, a perception that I would be adding to my experience before I leave – to not be bored. Meeting librarians that would address me with the 'librarian interview' – a lost skill – a clarification for information. A computer source/search that would tell me the table of contents on a subject, alleviate books that are out and would be able to pick and choose

more carefully and accurately. A noise level that would allow me to think properly.   I would like to know the more skilled librarians – who the 'go to people' are – who are the experienced people.

Books delivered to house, easily returned to library. MP3 player can be updated on library information and resources, using catalogue gives you more information, excerpt from book, background, comfortable chairs are everywhere – outside is a café where I hang out, when I leave the check out takes a few seconds and is all automated. Parking is easy to get out of.

Drive in and find parking for my Ferrari. Catalogue program recalls last library history searches/check outs, thumbnails of book covers and other info is displayed, I select a book and a floor plans shows location of book – easily check out and then grab a protein shake on my way out of the library. Books are tagged so can't be misfiled or hidden by kids in the library.

Books mailed to house like Netflix – librarians speak different languages, library is near a Starbucks and a park and has a place to leave kids, a study area for the kids – I can tutor other kids or get help from others and use the color printers.

III.   Conclusion
      A.   Action Items and Next Steps
      B.   Feedback on the Session

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+ pulling out feedback from everyone
+ excellent questions
+ good representation
Δ no college age people in the group.
Δ group feedback would be nice – have we made a difference.

Other opportunity for Focus Groups to meet and see outputs of work.